

Case Study

TR Fastenings



Project: UK PR strategy, thought leadership and media outreach

TR Fastenings Ltd is part of Trifast plc and is an international specialist in the design, engineering, manufacture and distribution of industrial and Cat C fastenings. TR has locations within the UK, Asia, Europe and the USA including multiple high volume sites manufacturing cold forged fasteners and special parts.

The Brief

To highlight TR's ability to meet global and urgent demands as a result of the Covid-19 pandemic

To focus on investment and growth with future facing vision promoting TR's in-house DfM knowledge and application engineering expertise.



Activities

PR strategy development and global consultancy with teams in USA, Asia and Europe

Align with marketing activity and agree platforms for best outcome

Keeping on top of external global news and internal TR news and provide different angle ideas to tell TR's story

Gather insight from TR's product and industry experts for latest developments

Identify key media outlets with right readership/ audiences

Write technical copy for online and offline channels

Secure media coverage, share across global teams

Campaign analysis to steer next steps and forward plans

Successes

3 focused campaigns executed in sheet metal, medical and security sectors

147 pieces of coverage secured – 58% increase from 2019

72% increase in online coverage from 2019

125% increase in company news showcasing TR's expertise

8 types of content written – press releases, articles, case study, web news, spotlights, newsletters, emails and web copy

Directional collaboration with key experts at TR

Joined up activity with in-house marketing team

The highest level of quality, positive media coverage secured in our 11 year history with TR

“Aneela and her team have driven the PR since 2010 consistently delivering the results we need at a high standard, positively positioning us in the sectors we operate in. They're at the heart of our global PR delivery and know our business inside and out, we're proud to call them our communications partner.”

Glenda Roberts

Global Projects & Marketing Director



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